FSC-187-B	12/16/97
SUBJECT:	WINSTON UL Defense Strategy vs. Marlboro Ultra Lights

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

Objective: Communicate WINSTON's response strategy to PM's January/February introduction of Marlboro Ultra Lights.

Purpose: To match Marlboro UL discounting activity tactic-for-tactic on a store-by-store basis.

- You are authorized to match the discount value on WINSTON Ultra Light styles vs. Marlboro Ultra Light up to $4.00 per carton/40¢ per pack as needed in all outlets.
- When implementing a tactic-for-tactic strategy, discounting should be based on like brand styles, discount value, time periods and quantities.
- It is critical to secure a supplemental display and signage with price communication in a highly visible location.
- Highly recommended WINSTON temporary displays and POS:

Description	Item #	SKU Pack
Ultra Lt Starburst	538943	1 Per
Small PPD Card	526172	1 Per
WINSTON UL Box 20 Pack Display	537953	1 Per
Temp Pack Counter Display	524741	1 Per
Temp 20-Pack Shipper Display	524012	1 Per
Temporary 40-Pack Shipper Display	524723	1 Per

Program Contact: Floyd Cook, extension #3466
Lori O'Connor, extension #3019
Kevin Richardson, extension #3440

R. J. REYNOLDS TOBACCO COMPANY

51851 0012

Source: https://www.industrydocuments.ucsf.edu/docs/qrvy0000